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1/28/52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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february

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE WHAT'S GOING ON GIVEN BY WHERE

WEEK BEGINNING MONDAY, JANUARY 28, 1952

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

MONDAY, JAN. 28

Paul Parnes Corp. 2:30 P.M. daily 498 7th, CH. 4-4600.

TUESDAY, JAN. 29

Ben Barrack, Inc. Continuous showings 533 7th, LO. 4-3923.

A. Goodman & Co., Inc. 10:30 A.M. & 1:30 P.M. 530 7th, WI. 7-4077.

Horwitz & Duberman Continuous showings 498 7th, LO. 4-1860.

Ben Reig, Inc. 10:00 A.M., Tues., Wed.,
and Thurs., only 498 7th, CH. 4-1542.

Rudolf Gowns 1:00 P.M. & 4:00 P.M. 530 7th, WI. 7-6865.

WEDNESDAY, JAN. 30

Deitsch, Wersba & Coppola. Continuous showings 512 7th, PE. 6-6872.

Elfreda-Fox, Inc. 1:00 P.M. daily 498 7th, CH. 4-2659.

THURSDAY, JAN. 31

Grabois. 10:30 A.M.; 1:15 & 4:00. . . . 498 7th, CH. 4-2767.

Martin Simon, Inc. Continuous showings 498 7th, LA. 4-2877.

SATURDAY, FEB. 2

Ed Gerrick, Inc. 10:30; thereafter 2:30 P.M. 550 7th, LO. 4-1820.

MONDAY, FEB. 4

Fred Greenberg Dress Co. 10:30 A.M. & 2:30 P.M. 550 7th, LO. 4-5820.

International Dress Co., Inc. 2:00 P.M. daily 1400 Bway, LA. 4-7100.

TUESDAY, FEB. 5

Larry L. Aldrich, Inc. 2:30 P.M., by appointment 530 7th, CH. 4-1872.

Hansen Bang, Inc. By appointment only 498 7th, BR. 9-4020.

Capri Frocks, Inc. 2:30 P.M. daily 1372 Bway, WI. 7-7430.

Joseph Halpert, Inc. 10:30 A.M. daily 530 7th, WI. 7-7400.

Nat Kaplan, Inc. 10:30 A.M.; 1:15 & 4:00. . . . 498 7th, LO. 5-4115.

David Levine Co. 10:30 A.M. & 2:30 P.M. 530 7th, LA. 4-0237.

Milmont Gowns Co. 1:00 P.M. daily 530 7th, CH. 4-2617.

Parnis-Livingston, Inc. 12:00 Noon daily 530 7th, BR. 9-5012.

Herbert Sondheim, Inc. 10:30 A.M. & 2:30 P.M. 530 7th, LA. 4-7540.

Talmack, Inc. 1:00 P.M. daily 530 7th, BR. 9-1195.

Hannah Troy, Inc. 1:00 P.M. daily 530 7th, LO. 3-0988.

WEDNESDAY, FEB. 6

Ben J. Gam, Inc. 4:00; thereafter 1:00 P.M. 530 7th, CH. 4-4129.

Junior League Frocks, Inc. 10:30 A.M. & 2:30 P.M. 1372 Bway, WI. 7-3200.

Frank Starr, Inc. 1:00 P.M. daily 530 7th, LA. 4-7690.

FRIDAY, FEB. 8

Nathan-Strong, Inc. 11:30; 1:30 & 3:30 P.M.. . . . 530 7th, PE. 6-7590.

Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.

Beginning OPENING OF SPRING JACK HERZOG & BRO., INC. 530 SEVENTH AVENUE
Monday AND SUMMER COLLECTION SHOWROOM
Jan. 28 Showings of daytime, dinner and evening gowns at 10:30 A.M., 2:30 P.M.,
10:30 A.M. 4:00 P.M. daily. Contact: Minnie Borden, LO. 5-0525.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 28 4:00 P.M.	PREVIEW: PIERRE BALMAIN & MARIA KRUM COLLECTIONS Press preview of <u>Pierre Balmain's</u> first American collection and <u>Maria Krum's</u> collection for late Spring and Summer. By invitation only. <u>Opening for trade on Wednesday, Jan. 30 at 4:00 P.M.</u> , with daily showings thereafter at 4:00 P.M. Contact: Dorothy L. Smith, Managing Director, CI. 7-3060.	MARIA. KRUM, INC.	41 WEST 56TH STREET SHOWROOM
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies, Charles Creed; Digby Morton; Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lilian Hyder, 36 Bruton Place, London W.1.	INFORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1, ENG.
Tuesday Jan. 29 9:15 A.M. Breakfast	PREVIEW OF RE-GO SUMMER COLLECTION Reich-Goldfarb will present the Summer collection of Re-Go junior fashions to the press and trade. By invitation only. <u>Continuous daily trade showings thereafter.</u> Contact: WI. 7-5374.	REICH-GOLDFARB, INC.	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday Jan. 29 9:30 A.M. Brunch	SPRING AND SUMMER BLOUSES AT PRESS SHOW Presentation to the press of Judy Bond's collection of Spring and Summer blouses. By invitation only. Publicity: Eleanor Kairalla, MU. 8-1171.	JUDY BOND	SAVOY PLAZA LE CHATEAU-11TH FL.
Tuesday Jan. 29 10:30 A.M.	OPENING OF ADVANCE SUMMER COLLECTION Opening of A. Goodman's Summer collection at 10:30 A.M. Press by invitation. Daily showings at 10:30 A.M. and 1:30 P.M. Contact: Al Bedine, WI. 7-4077. Publicity: Viola Shefer, PL. 3-3173.	A. GOODMAN & CO.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Tuesday Jan. 29 12:00 Noon Cocktails; Luncheon	LUNCHEON FOR BEAUTY EDITORS "Pink Letter Day"--Toni will invite the press to cocktails at 12:00 Noon and luncheon at 12:30 P.M., at the Carlton Room. By invitation. Publicity: Eileene Oberling, 456 Merchandise Mart, Chicago; Whitehall 4-1800.	THE TONI COMPANY	CARLTON HOUSE 61ST ST. & MAD. AVE.
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW "Scenes of Spring"--eighth annual "March of Dimes" fashion show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions by: Hansen Bang; Bender & Hamburger; Anthony Blotta; Capri; Oleg Cassini; Hattie Carnegie; Ceil Chapman; Davidow; Jane Derby; Christian Dior; Elfreda-Fox; Jacques Fath; Frank Gallant; Gothe; Joseph Halpert; Tina Leser-Edwin H. Foreman; Claire McCardell; Philip Mangone; Martini; Milmont; Monte-Sano & Pruzan; Original Modes; Paul Parnes; Mollie Parnis; Pattullo-Jo Copeland; Ben Reig-Omar Kiam; Maurice Rentner; Nettie Rosenstein; Carolyn Schnurer; Adele Simpson; Herbert Sondheim; Traina-Norell; Pauline Trigere; Hannah Troy; B.H. Wragge; Ben Zuckerman. Also, Elizabeth Arden; Henri Bendel; Bergdorf Goodman; Lilly Dache; Charles James; Milgrim; Carrie Munn; Sophie-Saks Fifth Avenue; Stein & Blaine. Celebrities of stage, screen, television and society will be guest commentators and models. Staged by Lester Gaba. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. Contact: Elaine Whitelaw, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 30 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Spring fashions by Boue Soeurs during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Boue Soeurs contact: PL. 3-8270. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BOUE SOEURS (9 EAST 54TH STREET)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Jan. 30 12:30 P.M. Luncheon	SHOWING OF FURS AND GOWNS DURING LUNCHEON "Charm Unlimited"--showing of Spring furs by Jules Hartenstein and gowns by Philip Hulitar, available at Rosette Pennington. Hairstyles-- Ferrantelle of Bergdorf Goodman. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Hartenstein Publicity: Melrick Landen Associates, BR. 9-4654. Hulitar Contact: Peter Gallagan, CO. 5-7145. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	JULES HARTENSTEIN FURS; PHILIP HULITAR GOWNS	HOTEL PIERRE COTILLION ROOM
Feb 4 Thursday Jan. 31 10:00 A.M.	OPENING OF SUMMER COLLECTION Opening of Adele Simpson's Summer collection, with showings daily thereafter at 10:00 A.M. By invitation only. Contact: LA. 4-7627.	ADELE SIMPSON, INC.	530 SEVENTH AVE. SHOWROOM-23RD FL.
Thursday Jan. 31 12:30 P.M. Luncheon	PATTULLO-JO COPELAND SPRING FASHIONS Showing of Spring fashions by Pattullo-Jo Copeland. Press by invitation. Public by reservation. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7069. Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Jan. 31 4:30 P.M.- 7:00 P.M. Champagne	OPENING CELEBRATION FOR "INGENUER" SHOP Champagne party for the press and opening of I. Miller's "Ingenuer" Shop, "the shoe store with young ideas." By invitation only. Contact: Anita Jones, BR. 9-2000.	I. MILLER & SONS	715 FIFTH AVENUE (55TH--56TH ST.)
Thursday Jan. 31 6:30 P.M. Cocktails; Buffet	SPRING & SUMMER JEWELRY AT SHOWING OF NEW MOVIE Fashion Craft will show the Spring and Summer jewelry collection designed by Robert, including the new "Viva Zapata" line inspired by the movie, to the fashion press, merchandisers, buyers and store accessory coordinators. Twentieth Century-Fox will present a preview screening of the film, "Viva Zapata", starring Marlon Brando. By invitation only. Fashion Craft Contact: Rose Waldorf, WI. 7-5383. Twentieth Century-Fox Promotion: Hal Gross, CO. 5-3320.	FASHION CRAFT JEWELRY; TWENTIETH CENTURY-FOX	444 WEST 56TH ST. LITTLE THEATRE-6FL.
Friday Feb. 1 9:30 A.M. Breakfast	PRESS PREVIEW OF GIRDLES AND BRAS Press preview of Spring and Summer bras and girdles by The Formfit Co.; and a round-table press conference with Jewel Unger. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FORMFIT COMPANY	358 FIFTH AVENUE SHOWROOM
Beginning Friday Feb. 1	SILK WINDOW DISPLAY CONTEST A nationwide contest to select the "Ten Best-Dressed Silk Windows", installed by stores during February, will coincide with "World of Silk" promotion, sponsored by Int'l Silk Assn. Publ.: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION (USA) INC.	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Friday Feb. 1	OPENING DATES OF PARIS COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE
	Feb. 1: Ardanse, Bruyère, Carmine, A La Pensée, Irmone, Heim, Maguy, Ricci.		
	Feb. 2: Desses, De Givanchy, Hermès, Kogan, Montaigne, Paquin, Raphael.		
	Feb. 3: Fath.		
	Feb. 4: Baillie, Carven, Crahay, Geroy, Lafaurie, Crossen, Perrières, De Rauch, Rouff, Sagardoy.		
	Feb. 5: Borea, Dior, Drecoll, Grès, Lanvin, Manguin, Martial et Armand, Seyne.		
	Feb. 6: Balenciaga, Balmain, Griffe, Linker, Patou, Renal, Rochas, Wolber.		
	Feb. 7: Calixte, Carpentier, Henry, Levon, Revillon, Schiaparelli, Worth.		
	Feb. 8: Bourgade, Lecomte, Misset, Vramant.		
	Feb. 11: Clarence.		
	Feb. 12: Chaumont.		
	Feb. 13: Desvignes.		
	Feb. 14: Coste.		
	Feb. 20: Demain.		
	Date not set: Callot Soeurs, Thomas.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, Saint-Honoré Paris.		

Feb. 3 HAIR FASHION CONFERENCE AT HOTEL NEW YORKER (Feb. 3-5). Contact: OR. 4-1428.

Monday NEW DEPARTMENT OPENING GUNTHER JAECKEL 2ND FLOOR
Feb. 4 AT PRESS BREAKFAST SALONETTE
10:00 A.M. Gunther Jaeckel will invite the press to the opening of the Salonette's
Coffee new and separate coat and suit department. By invitation only.
Publicity: Carole Paley, PL. 5-7000.

Beginning OPENING OF DEBUTANTE, INC. 498 SEVENTH AVENUE
Monday SUMMER COLLECTION SHOWROOM-7TH FLOOR
Feb. 4 Debutante will present their Summer collection, sizes 7 to 15, designed by
1:00 P.M. Robert Bart, beginning at 1:00 P.M., daily. Contact: LO. 5-6150.

Monday SHOWING OF SUMMER DREWYN LTD. 1400 BROADWAY
Feb. 4 COORDINATES COLLECTION SHOWROOM-34TH FLOOR
3:45 P.M. Lotte of Drewyn will present her Summer collection, "Through The Camera's
Cocktails Eye"—career girl coordinates, inspired by her trip to Italy, India and
the East. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.

OPENING OF SUMMER COLLECTIONS BY THE SPORTSWEAR GUILD

<u>MONDAY, FEB. 4</u>			
Sport-Craft, Inc.	10:30 A.M. & 2:30 P.M. daily	550 7th, LA.	4-9724.
Star-Maid Dresses	10:30 A.M. & 2:30 P.M. daily	498 7th, PE.	6-0444.
<u>TUESDAY, FEB. 5</u>			
Adler & Adler, Inc.	10:30 A.M. daily	550 7th, BR.	9-9600.
Kane-Weill	10:30 A.M. & 2:30 P.M., first week	498 7th, LO.	5-3041.
	thereafter, 10:30 A.M. only		
<u>WEDNESDAY, FEB. 6</u>			
Davidow	10:30 A.M. daily	550 7th, PE.	6-6909.
David M. Goodstein	10:30 A.M. & 2:30 P.M. daily	550 7th, LA.	4-2577.
Mutual-Rosenbloom	10:30 A.M. daily	498 7th, CH.	4-6221.
	(Mary Stevens collection at 1:30 P.M., daily).		
<u>THURSDAY, FEB. 7</u>			
Charles W. Hudelman	Continuous showings	550 7th, LA.	4-1254.
Zoltan Rosenberg Co.	2:30 P.M. daily	550 7th, LA.	4-6691

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5- Feb. 7 8:30 A.M. Breakfast	PREVIEW OF SUMMER SPORTSWEAR COLLECTION Breakfast previews of Carolyn Schnurer's Summer collection, Feb. 5 thru Feb. 7. By invitation only. Trade showings, beginning Friday, Feb. 8 at 12:30 P.M. (box lunch) and 3:30 P.M., daily. Publ.: Lee Walker, CH, 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FL.
Beginning Tuesday Feb. 5 10:30 A.M.	SHOWING OF SUMMER COLLECTION Cocktail, dinner and evening gowns for Summer will be shown at 10:30 A.M. and 2:30 P.M., daily. Contact: Peter Gallagan, CO. 5-7145.	PHILIP HULITAR	37 WEST 47TH STREET SHOWROOM-11TH FLOOR
Monday Feb. 5 12:30 P.M. Luncheon	PRESS SHOWING: MILLINERY BY TATIANA DU PLESSIX Press preview of custom millinery collection by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA LE CHATEAU-11TH FL.
Tuesday Feb. 5 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Adler & Adler's Summer collection, designed by Lorraine Budney. By invitation only. Publ: Ruth Hammer Associates, Inc., EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Tuesday Feb. 5 2:30 P.M.	OPENING OF SUMMER COLLECTION Daily showings of Claire McCardell's Summer collection at 2:30 P.M. Contact: LO. 4-2155.	CLAIRE MCCARDELL	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday Feb. 5 2:30 P.M.	SHOWING OF SUMMER COLLECTION Frances Sider will present her two Summer collections, featuring "Happy Holiday" wardrobes of bathing suits, playclothes, sundresses, separates for sun, fun and sea, at 2:30 P.M. daily. Contact: Julie Isles, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Thursday Feb. 5 3:30 P.M. Cocktails; 4:00 P.M. Show	SWISS FABRICS AT ANNUAL SHOWING Ninth annual presentation to the press and retail trade of fashions in Swiss fabrics, from current Summer collections of U.S. leading designers and manufacturers. Showing of town and country wear; cocktail and even- ing dresses; wedding and bridesmaids' gowns; blouses and separates; children's frocks. By invitation. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & N. Y.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Feb. 6 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON SHOWING Presentation of bridal and bridesmaids' fashions for Spring by Rosette Pennington during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Pennington Publicity: Ruth English, PL. 9-3737. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 6 12:30 P.M. Luncheon	SPRING COATS FOR GIRLS AT LUNCHEON SHOWING Showing of Bambury Spring coats for girls, including a group designed by Pierre Balmain, available at Gimbel's. Also, couture fashions for Spring by Hannah Troy. Furs--B. Weinstein. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Troy and Bambury Publicity: Gladys Steiner, MU. 9-1630. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	BAMBURY COATS FOR GIRLS; AND HANNAH TROY	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Ceil Chapman's Summer collection at 2:30 P.M., Feb. 6--Feb. 8; Feb. 11-- Feb. 15; Feb. 18--Feb. 21. Contact: Alto Schiffrine, LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday Feb. 6 5:00 P.M. Cocktails	PREMIERE PREVIEW OF SUMMER COLLECTION Esther Reifer will invite the press to the premiere showing of her own Summer collection. By invitation. Publ.: Ruth Hammer Assoc., EL.5-7108.	ESTHER REIFER, INC.	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday Feb. 7 12:00 Noon And 4:00 P.M.	PREVIEWS OF SUMMER COLLECTION The resident buyers will be invited to a preview of the Summer collection by Vera Maxwell at 12:00 Noon. <u>Press preview at 4:00 P.M.</u> By invitation only. Showings to the trade at 12:00 Noon and 4:00 P.M. daily there- after. Contact: Connie Barber, LO. 3-4358.	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM-26TH FLOOR
Wednesday Feb. 7 12:30 P.M. Luncheon	SPRING COATS & SUITS AT LUNCHEON SHOWING Presentation of a collection of Spring coats and suits by George Carmel, Ben Gershel, Monte-Sano & Pruzan, and Ben Zuckerman at Saks Fifth Avenue luncheon showing. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Feb. 7 2:30 P.M.	BRIGANCE OF SPORTSMAKER SUMMER COLLECTION Sportsmaker will present a press showing of their Summer collection of bathing suits, beachwear, playclothes, separates and dresses, designed by Brigance. By invitation. Showings daily thereafter at 2:30 P.M.; and by appointment. Contact: Irving Lein, BR. 9-1723.	SPORTSMAKER (DESIGNED BY BRIGANCE)	110 WEST 40TH STREET SHOWROOM-9TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER COLLECTION Opening of Pauline Trigere's Summer Collection, with showings daily thereafter at 2:30 P.M. By invitation. Contact: Cecille Gordon, PL.3-6778.	TRIGERE, INC.	29 WEST 57TH STREET SHOWROOM-11TH FLOOR
Friday Feb. 8 9:30 A.M. Coffee	PRESS PREVIEW OF SUMMER COLLECTION Carlye will present a preview of Summer fashions for juniors. By invita- tion only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CORP. (ST. LOUIS, MO.)	1451 BROADWAY SHOWROOM-5TH FLOOR
Friday Feb. 8 10:30 A.M.	PREVIEW: FOX FURS FOR SPRING Presentation of a comprehensive Spring showing of fox furs. By invita- tion only. Contact: Catherine Sisman, PL. 5-2538 or CH. 3-5656.	GRUSKIN & FELDMAN (150 WEST 28TH STREET)	WALDORF-ASTORIA ASSEMBLY ROOM
Beginning Monday Feb. 11- Feb. 21 9:00 A.M.; 11:00 A.M.; 3:30 P.M.	FASHIONS FROM "TWO WEEKS WITH PAY" ISSUES Special presentation of fashions from "Charm" Magazine's May and June "Two Weeks With Pay" issues. For buyers, merchandise managers, display directors, store promotion executives and buying offices, beginning Monday, Feb. 11 through Feb. 21. A Tom Lee Display Blueprint will be featured at the showings. After Feb. 21, by appointment; contact: Promotion Department, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 11 12:30 P.M. Luncheon	NETTIE ROSENSTEIN SPRING FASHIONS Presentation by Saks Fifth Avenue of a collection of Spring fashions by Nettie Rosenstein. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Monday Feb. 11 3:30 P.M.	PREVIEW FOR PRESS OF SUMMER DRESS COLLECTION Arnold & Fox will present the Summer dress collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. <u>Trade showings</u> : Tues., Feb. 12, Wed., Feb. 13, and Thurs., Feb. 14 at 3:30 P.M. Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Tuesday)--POST OFFICE AND BANKS WILL BE CLOSED.		
Wednesday Feb. 13 9:00 A.M. Breakfast	PRESS & BUYERS PREVIEW OF SUMMER COLLECTION Summer collection, designed by Selig Sidney, will be presented by Janice Milan, at a preview for the press and trade. By invitation only. Contact: Judith Sidney, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday Feb. 13 12:15 P.M. Luncheon	PREVIEW OF NEW PRODUCT FOR BEAUTY EDITORS The Nestle LeMur Company will present a demonstration of "Lite", patented shampoo hair lightener, to the beauty editors. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	THE NESTLE LEMUR CO.	WALDORF-ASTORIA JANSEN SUITE
Wednesday Feb. 13 12:30 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Feb. 14	ST. VALENTINE'S DAY (Thursday).		
Thursday Feb. 14 9:30 A.M. Breakfast	BRIDAL FASHIONS AT PRESS SHOWING Valentine showing of bridal fashions at a breakfast for the press. By invitation only. Showing for public at 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 783.	GIMBELS	3RD FLOOR BRIDAL SALON
Thursday Feb. 14 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will hold its Accessories Division luncheon meeting. Chairman: Matilda Taylor, "Women's Wear Daily". Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Russeks will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 15 12:00 Noon Cocktails; Luncheon	SUN GLASS SHOWING FOR MAGAZINE EDITORS "Look Smart--Be Safe--Wear Sun Glasses"--presentation of 1952 sun glass fashions to magazine editors. By invitation only. Publicity: Gar Schmitt, Hill and Knowlton, LA. 4-1420.	L.J. HOUZE CONVEX GLASS (POINT MARION, PA.)	HOTEL PIERRE COTILLION ROOM
Beginning Monday Feb. 18 10:00 A.M.	SUMMER-INTO-FALL COTTON COLLECTION Presentation of Transition Cottons for late Summer-into-Fall at daily showings, by appointment. Contact: BR. 9-6910. Publicity: Roberta D. Miles, CH. 2-2344.	M. & W. THOMAS COTTONS	58 WEST 40TH ST. SHOWROOM-15TH FLOOR
Monday Feb. 18 12:30 P.M. Luncheon	SHOWING OF MAURICE RENTNER SPRING FASHIONS Saks Fifth Avenue will present Spring fashions by Maurice Rentner during luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Monday Feb. 18 3:30 P.M.; And Feb. 19 9:30 A.M.; 3:30 P.M.	SHOWINGS OF ADVANCE FALL LEATHER COLORS Allied Kid Company will present showings of the Advance Fall '52 leather colors and finishes. <u>Feb. 18 at 3:30 P.M.--for press, shoe stylists, shoe buyers and manufacturers. Feb. 19 at 9:30 A.M.--for department stores, buying offices, fabric stylists. Feb. 19 at 3:30 P.M.--for hosiery and accessory stylists.</u> By invitation. Contact: Helen Rella, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM-3RD FLOOR
Wednesday Feb. 20 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING De Pinna will show Spring fashions from N.Y. designer collections. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Jeanne McDonagh, MU. 8-2000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 20 4:00 P.M. Cocktails	PRESS SHOWING: SPRING AND SUMMER SHOES Press preview of "Encore" Spring and Summer shoe collection, featuring exclusive designs of Anthony Mascioli. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	THE TAILORED WOMAN	742 FIFTH AVENUE SHOE SALON-MAIN FL.
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Legal Holiday-Friday).		
Thursday Feb. 28 12:30 P.M. Luncheon	CHRISTIAN DIOR-NEW YORK FASHIONS AT LUNCHEON Saks Fifth Avenue will present Christian Dior-New York fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publicity: Carolyn Haight, PL. 3-4000. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA BALLROOM
Thursday Feb. 28 1:00 P.M. Luncheon	SPRING AND SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Callot Soeurs Publicity: Mary Marsh, PL. 7-5809. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CALLOT SOEURS	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 3 2:30 P.M.	PRESS PREVIEW: SPRING READY-TO-WEAR ORIGINALS Presentation to the press of Jay Thorpe's ready-to-wear originals for Spring. By invitation only. <u>Showing to public on Tues., March 4, at 2:30 P.M.</u> Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Monday March 3 4:00 P.M. Cocktails	ANNIVERSARY PARTY FOR BEAUTY EDITORS The beauty editors of magazines, syndicates and newspapers will be invited to a 90th Anniversary party by Wrisley Soaps and Toiletries. By invitation only. Publicity: Emily S. Nathan-Helen Erskine, PL. 3-4690.	WRISLEY SOAPS AND TOILETRIES	SHERRY NETHERLAND CHANTECLAIR ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday March 4	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC., TE. 8-8171
Tuesday March 4 ③	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF, PL. 3-7300
Wednesday March 5	<u>MILGRIM</u> At 11:30 A.M.	6 EAST 57TH ST.	PUBL.: GERTRUDE LETTESE, CI. 7-7200
Wednesday March 5	<u>HATTIE CARNEGIE</u> At 3:30 P.M.	42 EAST 49TH ST.	PUBL.: ELEANOR LAMBERT, MU. 8-2130
Thursday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON, CI. 7-1100
Thursday March 6	<u>SAKS FIFTH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: CAROLYN HAIGHT, PL. 3-4000
Monday March 10	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD, EL. 5-6800

Monday March 10 4:30 P.M.	PRESS SHOWING OF HOWARD GREER FASHIONS Jay Thorpe will present a press preview of Spring and Summer fashions by Howard Greer of California. By invitation only. Showing to public on Tuesday, March 11, at 2:30 P.M. Howard Greer will be present at both showings. Publicity: Dorothy Coburn, JU. 6-1000.	JAY THORPE	4TH FLOOR
Wednesday March 12 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring collection to the press at Gunther Jaeckel. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
Wednesday March 12 12:15 P.M. Luncheon	PARIS REPORT AT LUNCHEON MEETING The Fashion Group will present its Paris Report at a luncheon meeting. More details later. Co-chairmen: Elizabeth Ritter and Nancy Maxwell. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM

MOVIES...MUSIC...TELEVISION...THEATRE

Beginning
Monday
Jan. 28
TWELFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Jan. 28: Puccini's GIANNI SCHICCHI and Strauss' SALOME. Jan. 29: Verdi's
AIDA. Jan. 30: Puccini's LA BOHEME. Jan. 31: Bizet's CARMEN. Feb. 1:
Wagner's GOETTERDAEMMERUNG. Mat., Feb. 2: Puccini's MADAMA BUTTERFLY.
Eve., Feb. 2: Verdi's AIDA. Publicity: Margaret Carson, PE. 6-1200.

Wednesday
Jan. 30
8:30 P.M.
ANNUAL CONCERT: FRANKLIN D. ROOSEVELT MEMORIAL, WALDORF-ASTORIA, BALLROOM
The Franklin D. Roosevelt Birthday Memorial Committee will sponsor the
annual concert by guest artists. Master of Ceremonies: Deems Taylor.
Benefit of the National Foundation For Infantile Paralysis. Contact:
Jack de Simone, Suite 1533, 9 Rockefeller Plaza, CO. 5-7460.

Wednesday
Jan. 30
OPENING: "GERTIE" PLYMOUTH THEATRE, 236 WEST 45TH ST.
A comedy by Enid Bagnold, British playwright and novelist, will be pre-
sented by Herman Shumlin. Stars: Glynis Johns with Albert Dekker.
Director: Mr. Shumlin. Setting: William and Jean Eckart. Costumes:
Hazel Roy. Publicity: Marian Byram and Phyllis Perlman, CI. 5-9151.

Closed
Jan. 31
"A MONTH OF SUNDAYS" SCHEDULED TO OPEN AT MARTIN BECK THEATRE ON THURS-
DAY, JAN. 31, HAS CLOSED OUT-OF-TOWN.

Friday
Feb. 1
PREMIERE: "PHONE CALL FROM A STRANGER" (Movie) ROXY THEA., 7TH & 50TH ST.
A suspense drama, released by Twentieth Century-Fox, starring Shelley
Winters, Gary Merrill, Michael Rennie, Keenan Wynn, Bette Davis. Pro-
ducer: Nunnally Johnson. Director: Jean Negulesco. Wardrobe: Charles
Le Maire and Elois Jenssen. Director of Promotions: Hal Gross, CO.5-3320.

Friday
Feb. 1
OPENING: "JANE" CORONET THEATRE, 230 WEST 49TH ST.
The Theatre Guild will present S.N. Behrman's new comedy, based on a
story by W. Somerset Maugham. Stars: Edna Best and Basil Rathbone. Direc-
tor: Cyril Ritchard. Setting & Costumes: Elfi von Kantzow. Miss Best's
Gowns: Valentina. Publ.: Joseph Heidt-Reginald Denenholz, CO. 5-6180.

Friday
Feb. 1
PREMIERE: "LONE STAR" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Clark Gable, Ava Gardner, Broderick Crawford will star in the MGM movie
about Texas more than 100 years ago. Cast includes Lionel Barrymore,
Beulah Bondi and William Farnum. Producer: Z. Wayne Griffin. Director:
Vincent Sherman. Publicity: Herbert Crooker, JU. 2-2000.

Monday
Feb. 4
OPENING: EMLYN WILLIAMS' DICKENS SHOW GOLDEN THEATRE, 252 W. 45TH ST.
S. Hurok will present Emlyn Williams in the actor-playwright-director's
one-man Charles Dickens show, performing from the author's famous novels
and stories. The limited engagement begins Monday, Feb. 4. Publicity:
Martin Feinstein, PL. 9-6000.

Tuesday
Feb. 5
PREMIERE: "THE BIG TREES" (Movie) WARNER THEATRE, 47TH ST. & B'WAY
Warner Bros. movie about a big time logging operator, who covets rich
timberlands in Northern California, where settlers have already made
their homes. Stars: Kirk Douglas. Producer: Louis F. Edelman. Director:
Felix Feist. Publicity: Eve Siegel, CI. 6-1000.

Thursday
Feb. 7
PREMIERE: "VIVA ZAPATA !" (Movie) RIVOLI THEATRE, B'WAY & 50TH STREET
Twentieth Century-Fox movie about a Mexican farmer who fought to end the
34-year tyranny of dictator-president Diaz. Adapted for screen by John
Steinbeck. Produced by Darryl F. Zanuck. Director: Elia Kazan. Stars:
Marlon Brando, Jean Peters and Anthony Quinn. Costumes: Charles Le
Maire and Travilla. Director of Promotions: Hal Gross, CO. 5-3320. -10-